

AMENDMENT TO THE CLAIMS

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CENTRAL FAX CENTER

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Please amend the claims as follows:

Claims 1 – 17 (Cancelled).

18. (Previously presented) A computerized method for superimposing an advertisement onto a web page, the method comprising:

parsing the web page at a browser, wherein the web page includes a reference to an advertisement server representing a request for the advertisement from the advertisement server;

receiving at the advertisement server an indication of the request;

selecting at the advertisement server the advertisement from among a plurality of advertisements, wherein the selection is based on competitive bidding among advertisers bidding in real time to fulfill the request; and

sending the advertisement to the browser, the browser superimposing the advertisement onto the web page.

19. (New) A method implemented in a computer system of one or more networked computers, for determining in response to an advertising opportunity, which advertisement of a plurality of advertisements to provide for fulfilling the advertising opportunity, the advertising opportunity being an opportunity to serve an advertisement to a browser in response to a request for content by the browser, the method comprising:

maintaining in the computer system a plurality of sets of bidding parameters, each set of bidding parameters being associated with at least one of the plurality of advertisements and an advertiser, the each set of bidding parameters including specifications of advertising opportunities the associated advertiser desires, whereby the each set of bidding parameters indicates whether the associated advertiser is desirous that a bid should be submitted for providing one of the associated at least one of the plurality of advertisements for fulfilling the advertising opportunity, wherein at least one of the plurality of sets of bidding parameters specifies a web page characteristic;

receiving in the computer system an indication of the request for content, thereby presenting the advertising opportunity; and in response to the request for content:

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submitting in the computer system one or more bids, each submitted bid being based on one of the sets of bidding parameters, the one of the sets of bidding parameters being met by characteristics of the advertising opportunity, wherein the each submitted bid, in accordance with the one of the sets of bidding parameters, is associated with a monetary amount that an advertiser associated with the each submitted bid is willing to pay if the each submitted bid is selected and a specific event occurs;

selecting in the computer system a bid from among the submitted bids; and

serving by the computer system to the browser an advertisement associated with the selected bid,

whereby the served advertisement is determined by a bidding process.

20. (New) The method of claim 19, wherein the monetary amount associated with each of the submitted bids is included in the each of the submitted bids.

21. (New) The method of claim 19, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a respective same event for all of the submitted bids.

22. (New) The method of claim 19, wherein the specific event for which the advertiser associated with at least one of the submitted bids is willing to pay the monetary amount associated with the at least one of the submitted bids, is a serving of an advertisement associated with the at least one of the submitted bids to the browser in fulfillment of the advertising opportunity.

23. (New) The method of claim 21, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a serving of an advertisement associated with the each of the submitted bids to the browser in fulfillment of the advertising opportunity.

24. (New) The method of claim 19, wherein the request for content by the browser is caused by a reference in a web page.

25. (New) The method of claim 20, wherein the request for content by the browser is caused by a reference in a web page.

26. (New) The method of claim 21, wherein the request for content by the browser is caused by a reference in a web page.

27. (New) The method of claim 22, wherein the request for content by the browser is caused by a reference in a web page.

28. (New) The method of claim 23, wherein the request for content by the browser is caused by a reference in a web page.

29. (New) The method of claim 19, wherein each submitted bid is associated with a respective bidding agent.

30. (New) The method of claim 19, wherein each submitted bid includes a reference to an advertisement associated with the each submitted bid.

31. (New) The method of claim 19, wherein information about a viewer utilizing the browser is maintained in the computer system.

32. (New) The method of claim 19, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value over respective beneficial values of other submitted bids.

33. (New) The method of claim 32, wherein the monetary amount associated with each of the submitted bids is included in the each of the submitted bids.

34. (New) The method of claim 32, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a same respective event for all of the submitted bids.

35. (New) The method of claim 32, wherein the specific event for which the advertiser associated with at least one of the submitted bids is willing to pay the monetary amount associated with the at least one of the submitted bids, is a serving of an advertisement associated with the at least one of the submitted bids to the browser in fulfillment of the advertising opportunity.

36. (New) The method of claim 34, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a serving of an advertisement associated with the each of the submitted bids to the browser in fulfillment of the advertising opportunity.

37. (New) The method of claim 32, wherein the request for content by the browser is caused by a reference in a web page.

38. (New) The method of claim 33, wherein the request for content by the browser is caused by a reference in a web page.

39. (New) The method of claim 34, wherein the request for content by the browser is caused by a reference in a web page.

40. (New) The method of claim 35, wherein the request for content by the browser is caused by a reference in a web page.

41. (New) The method of claim 36, wherein the request for content by the browser is caused by a reference in a web page.

42. (New) The method of claim 19, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

43. (New) The method of claim 42, wherein the monetary amount associated with each of the submitted bids is included in the each of the submitted bids.

44. (New) The method of claim 42, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a same respective event for all of the submitted bids.

45. (New) The method of claim 42, wherein the specific event for which the advertiser associated with at least one of the submitted bids is willing to pay the monetary amount associated with the at least one of the submitted bids, is a serving of an advertisement associated with the at least one of the submitted bids to the browser in fulfillment of the advertising opportunity.

46. (New) The method of claim 44, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a serving of an advertisement associated with the each of the submitted bids to the browser in fulfillment of the advertising opportunity.

47. (New) The method of claim 42, wherein the request for content by the browser is caused by a reference in a web page.

48. (New) The method of claim 43, wherein the request for content by the browser is caused by a reference in a web page.

49. (New) The method of claim 44, wherein the request for content by the browser is caused by a reference in a web page.

50. (New) The method of claim 45, wherein the request for content by the browser is caused by a reference in a web page.

51. (New) The method of claim 46, wherein the request for content by the browser is caused by a reference in a web page.

52. (New) A computer system for determining in response to an advertising opportunity, which advertisement of a plurality of advertisements to provide for fulfilling the advertising opportunity, the advertising opportunity being an opportunity to serve an advertisement to a browser in response to a request for content by the browser, the computer system comprising:

a computer system comprising one or more networked computers, which is adapted to:

maintain the plurality of advertisements and a plurality of sets of bidding parameters, each set of bidding parameters being associated with at least one of the plurality of advertisements and an advertiser, the each set of bidding parameters including specifications of advertising opportunities desired by the associated advertiser, whereby the each set of bidding parameters indicates whether the associated advertiser is desirous that a bid should be submitted for providing one of the associated at least one of the plurality of advertisements for fulfilling the advertising opportunity, wherein at least one of the plurality of sets of bidding parameters specifies a web page characteristic;

receive an indication of the request for content, thereby presenting the advertising opportunity;

submit in the computer system, in response to the request for content, one or more bids, each submitted bid being based on one of the sets of bidding parameters, the one of the sets of bidding parameters being met by characteristics of the advertising opportunity, wherein the each submitted bid, in accordance with the one of the sets of bidding parameters, is associated with a monetary amount that an advertiser associated with the each submitted bid is willing to pay if the each submitted bid is selected and a specific event occurs;

select a bid from among the submitted bids; and

serve an advertisement associated with the selected bid;

whereby the served advertisement is determined by a bidding process.

53. (New) The computer system of claim 52, wherein the monetary amount associated with each of the submitted bids is included in the each of the submitted bids.

54. (New) The computer system of claim 52, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a same respective event for all of the submitted bids.

55. (New) The computer system of claim 52, wherein the specific event for which the advertiser associated with at least one of the submitted bids is willing to pay the monetary amount associated with the at least one of the submitted bids, is a serving of an advertisement associated with the at least one of the submitted bids, to the browser in fulfillment of the advertising opportunity.

56. (New) The computer system of claim 54, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a serving of an advertisement associated with the each of the submitted bids, to the browser in fulfillment of the advertising opportunity.

57. (New) The computer system of claim 52, wherein the request for content by the browser is caused by a reference in a web page.

58. (New) The computer system of claim 53, wherein the request for content by the browser is caused by a reference in a web page.

59. (New) The computer system of claim 54, wherein the request for content by the browser is caused by a reference in a web page.

60. (New) The computer system of claim 55, wherein the request for content by the browser is caused by a reference in a web page.

61. (New) The computer system of claim 56, wherein the request for content by the browser is caused by a reference in a web page.

62. (New) The computer system of claim 52, wherein each submitted bid is associated with a respective bidding agent.

63. (New) The computer system of claim 52, wherein each submitted bid includes a reference to an advertisement associated with the each submitted bid.

64. (New) The computer system of claim 52, wherein information about a viewer utilizing the browser is maintained in the computer system.

65. (New) The computer system of claim 52, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value over respective beneficial values of other submitted bids.

66. (New) The computer system of claim 65, wherein the monetary amount associated with each of the submitted bids is included in the each of the submitted bids.

67. (New) The computer system of claim 65, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a same respective event for all of the submitted bids.

68. (New) The computer system of claim 65, wherein the specific event for which the advertiser associated with at least one of the submitted bids is willing to pay the monetary amount associated with the at least one of the submitted bids, is a serving of an advertisement

associated with the at least one of the submitted bids to the browser in fulfillment of the advertising opportunity.

69. (New) The computer system of claim 67, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a serving of an advertisement associated with the each of the submitted bids to the browser in fulfillment of the advertising opportunity.

70. (New) The computer system of claim 65, wherein the request for content by the browser is caused by a reference in a web page.

71. (New) The computer system of claim 66, wherein the request for content by the browser is caused by a reference in a web page.

72. (New) The computer system of claim 67, wherein the request for content by the browser is caused by a reference in a web page.

73. (New) The computer system of claim 68, wherein the request for content by the browser is caused by a reference in a web page.

74. (New) The computer system of claim 69, wherein the request for content by the browser is caused by a reference in a web page.

75. (New) The computer system of claim 52, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount.

76. (New) The computer system of claim 75, wherein the monetary amount associated with each of the submitted bids is included in the each of the submitted bids.

77. (New) The computer system of claim 75, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount

associated with the each of the submitted bids, is a same respective event for all of the submitted bids.

78. (New) The computer system of claim 75, wherein the specific event for which the advertiser associated with at least one of the submitted bids is willing to pay the monetary amount associated with the at least one of the submitted bids, is a serving of an advertisement associated with the at least one of the submitted bids to the browser in fulfillment of the advertising opportunity.

79. (New) The computer system of claim 77, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a serving of an advertisement associated with the each of the submitted bids to the browser in fulfillment of the advertising opportunity.

80. (New) The computer system of claim 75, wherein the request for content by the browser is caused by a reference in a web page.

81. (New) The computer system of claim 76, wherein the request for content by the browser is caused by a reference in a web page.

82. (New) The computer system of claim 77, wherein the request for content by the browser is caused by a reference in a web page.

83. (New) The computer system of claim 78, wherein the request for content by the browser is caused by a reference in a web page.

84. (New) The computer system of claim 79, wherein the request for content by the browser is caused by a reference in a web page.